

2045867649

SHIPMENT ACTIVITY THROUGH W/O 1/13/95

	SHIPMENT VOLUME (MM)			SHIPMENT SHARE (%)			INCOME FROM OPERATIONS		
	1994	1995f	1995e	1994	1995f	1995e	1994	1995f	1995e
Q 1	49.7	53.5	53.5	43.1	45.6	45.6			
Q 2	57.9	56.8	56.8	45.8	45.9	45.8			
Q 3	57.1	55.5	55.5	44.9	45.9	45.9			
Q 4	54.7	53.7	53.7	45.5	45.5	45.5			
Full Year	219.4	219.5	219.5	44.8	45.7	45.7			

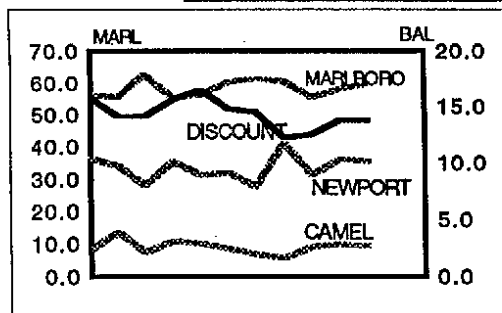
	WEEKLY GOING RATES w/o 1/13/95				SHIPMENT SHARE w/o 1/13/95			PRICING w/o 12/31/94			
	4Q 1994	Q1 1995	WEEK	QTD	WEEK	13WM	QTD	WEEK	4WM	4 WAGO	
MARL	2,778	2,585	2,010	2,156	27.9		29.4	LOWEST	\$1.35	\$1.32	\$0.00
OPB	664	642	587	638	8.1		8.0	\$ GAP	\$0.55	\$0.60	(\$0.04)
PM ETSC	785	831	567	638	8.1			% GAP	41.4%	45.5%	0.0%
PM-USA TOT	4,265	4,131	3,184	3,398	44.1		46.0	\$0.99 %	15%	15%	-1%
INDUSTRY			7,218	7,165							

*Q1 1995 adj 800 ml MCS units

	INVENTORY EXCESS (MM)			MCLANE SUMMARY (MM)		
	LAST QTR	YAGO	WEEK	WEEK	QTD	YTD
PM-USA						
RJR						
INDUSTRY						
INBOUND						
OUTBOUND						
NET CHG						

1995 PERFORMANCE BENCHMARKS (%)

	PM	MARL	OPB	VA SLIMS	B&H	MERIT	BASIC SOC	PL SOM	DISCOUNT	LOWEST	\$ GAP	% GAP
SHIPMENTS												
NIELSEN	46.6	29.4	8.3	2.7	2.2	2.6	15.0	7.1	32.2			



YOUNG ADULT SMOKER VOLUMETRIC SHARES: LATEST 12 MONTHS

	1/94	2/94	3/94	4/94	5/94	6/94	7/94	8/94	9/94	10/94	11/94	12/94	1/95
MARL	56.2	55.5	62.7	55.2	56.3	60.1	61.2	60.5	55.5	58.0	59.7		
DISCOUNT	15.7	14.1	14.1	15.6	16.5	14.8	14.5	12.2	12.5	13.8	13.7		
NEWPORT	10.4	9.7	8.0	10.1	8.9	9.1	7.9	11.7	8.9	10.3	10.1		
CAMEL	8.2	13.5	7.4	10.8	10.0	8.4	6.7	5.5	9.1	9.8	9.2		

Source: PM Tracking